

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 09/736,456
Filing Date: December 14, 2000
Applicant: P. HUNT, et al.
Group Art Unit: 2611
Examiner: Hai Tran
Title: Method and System of Real-Time Optimization and
Implementation of Content and Advertising Programming
Decisions for Broadcasts and Narrowcasts
Attorney Docket: 6550-000050

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed May 17, 2007, please amend the application as follows and consider the remarks set forth below.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 15 of this paper.